

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Previously Presented) A computer-implemented method, comprising:
displaying a graphical user interface (GUI) on a display device of a computer, the GUI including a representation of a condition of a user-defined rule to process textual information and a representation of an action of the user-defined rule to process textual information,
wherein the condition includes an attribute name, an operator, and an attribute value and
wherein the action includes an action name and an action value;
receiving user input via the GUI, the user input indicating the user-defined rule is to be used to create a rule template;
creating, in response to the received user input, a rule template having a condition that is based upon the condition of the user-defined rule and an action that is based upon the action of the user-defined rule,
wherein the condition of the rule template includes the attribute name and the operator from the corresponding condition of the user-defined rule,
wherein the condition of the rule template further includes an attribute-value placeholder that is associated with the attribute value from the corresponding condition of the user-defined rule,
wherein the action of the rule template further includes the action name from the corresponding action of the user-defined rule, and
wherein the action of the rule template further includes action-value placeholder that is associated with the action value from the corresponding action of the user-defined rule;

receiving a second user input that indicates a value to be used in place of the attribute-value placeholder and a value to be used in place of the action-value placeholder;

creating, in response to the second user input, a second user-defined rule to process textual information, the second user-defined rule being based on the rule template and including the value to be used in place of the attribute-value placeholder and the value to be used in place of the action-value placeholder;

storing the second user-defined rule in computer-readable medium on a storage device for later use in processing textual information,

wherein the second user-defined rule includes a condition that includes the attribute name of the condition of the rule template, the operator of the condition of the rule template, an attribute value corresponding to the value to be used in place of the attribute-value placeholder, and

wherein the second user-defined rule further includes an action that includes the action name of the action of the rule template and an action value corresponding to the value to be used in place of the action-value placeholder;

using the second user-defined rule to process incoming textual information received from a customer system; and

triggering the action of the second user-defined rule when the incoming textual information satisfies the condition of the second user-defined rule.

2. (Previously Presented) The computer-implemented method of claim 1, wherein storing the rule template in computer-readable medium on a storage device comprises storing the rule template in a repository that is accessible to the user.

3. (Original) The computer-implemented method of claim 1, wherein the user-defined rule contains a plurality of conditions that each include an attribute name, an operator, and an attribute value.

4. (Original) The computer-implemented method of claim 3, wherein the conditions of the user-defined rule are connected by at least one logical operator.
5. (Original) The computer-implemented method of claim 3, wherein the rule template contains a plurality of conditions that each correspond to one of the conditions of the user-defined rule and that each include the attribute name and the operator from the corresponding condition of the user-defined rule.
6. (Original) The computer-implemented method of claim 5, wherein the conditions of the rule template are connected by at least one logical operator.
7. (Original) The computer-implemented method of claim 1, wherein the attribute-value placeholder in the condition of the rule template includes at least one placeholder symbol and a placeholder name.
8. (Original) The computer-implemented method of claim 7, wherein the placeholder name is based on the attribute name of the corresponding condition of the user-defined rule.
9. (Previously Presented) The computer-implemented method of claim 1, wherein the incoming textual information comprises textual information contained in email messages or in search queries.
- 10-12. (Cancelled)
13. (Previously Presented) The computer-implemented method of claim 1, wherein the user-defined rule contains a plurality of actions that each include an action name and a value.

14. (Original) The computer-implemented method of claim 13, wherein the rule template contains a plurality of actions that each correspond to one of the actions of the user-defined rule and that each include the action name from the corresponding action of the user-defined rule.

15. (Previously Presented) The computer-implemented method of claim 1, wherein the value placeholder in the action of the rule template includes at least one placeholder symbol and a placeholder name.

16. (Original) The computer-implemented method of claim 15, wherein the placeholder name is based on the action name of the corresponding action of the user-defined rule.

17. (Cancelled)

18. (Currently Amended) A computer-readable medium having computer-executable instructions contained therein, that when executed, create a user-defined rule, the medium configured to:

display a graphical user interface (GUI) on a display device of a computer, the GUI including a representation of a condition of a user-defined to process textual information ~~information~~ and a representation of an action of the user-defined rule to process textual information,

wherein the condition includes an attribute name, an operator, and an attribute value and

wherein the action includes an action name and an action value;

receive user input via the GUI, the user input indicating the user-defined rule is to be used to create a rule template;

create, in response to the received user input, a rule template having a condition that is based upon the condition of the user-defined rule and an action that is based upon the action of the user-defined rule,

wherein the condition of the rule template includes the attribute name and the operator from the corresponding condition of the user-defined rule,

wherein the condition of the rule template further includes an attribute-value placeholder that is associated with the attribute value from the corresponding condition of the user-defined rule;

wherein the action of the rule template further includes the action name from the corresponding action of the user-defined rule, and

wherein the action of the rule template further includes action-value placeholder that is associated with the action value from the corresponding action of the user-defined rule;

receive a second user input that indicates a value to be used in place of the attribute-value placeholder and a value to be used in place of the action-value placeholder;

create, in response to the second user input, a second user-defined rule to process textual information, the second user-defined rule being based on the rule template and including the value to be used in place of the attribute-value placeholder and the value to be used in place of the action-value placeholder;

storing the second user-defined rule in computer-readable medium on a storage device for later use in processing textual information,

wherein the second user-defined rule includes a condition that includes the attribute name of the condition of the rule template, the operator of the condition of the rule template, an attribute value corresponding to the value to be used in place of the attribute-value placeholder, and

wherein the second user-defined rule further includes an action that includes the action name of the action of the rule template and an action value corresponding to the value to be used in place of the action-value placeholder;

using the second user-defined rule to process incoming textual information received from a customer system; and

triggering the action of the second user-defined rule when the incoming textual information satisfies the condition of the second user-defined rule.

19. (Cancelled)

20. (Previously Presented) A system programmed to:

display a graphical user interface (GUI) on a display device of a computer, the GUI including a representation of a condition of a user-defined rule to process textual information and a representation of an action of the user-defined rule to process textual information,

wherein the condition includes an attribute name, an operator, and an attribute value;
receive user input via the GUI, the user input indicating the user-defined rule is to be used to create a rule template;

create, in response to the received user input, a rule template having a condition that is based upon the condition of the user-defined rule and an action that is based upon the action of the user-defined rule,

wherein the condition of the rule template includes the attribute name and the operator from the corresponding condition of the user-defined rule,

wherein the condition of the rule template further includes an attribute-value placeholder that is associated with the attribute value from the corresponding condition of the user-defined rule,

wherein the action of the rule template further includes the action name from the corresponding action of the user-defined rule, and

wherein the action of the rule template further includes action-value placeholder that is associated with the action value from the corresponding action of the user-defined rule;

receive a second user input that indicates a value to be used in place of the attribute-value placeholder; and

create, in response to the second user input, a second user-defined rule to process textual information, the second user-defined rule being based on the rule template and including the value to be used in place of the attribute-value placeholder and the value to be used in place of the action-value placeholder;

storing the second user-defined rule in computer-readable medium on a storage device for later use in processing textual information,

wherein the second user-defined rule includes a condition that includes the attribute name of the condition of the rule template, the operator of the condition of the rule template, an attribute value corresponding to the value to be used in place of the attribute-value placeholder, and

wherein the second user-defined rule further includes an action that includes the action name of the action of the rule template and an action value corresponding to the value to be used in place of the action-value placeholder;

using the second user-defined rule to process incoming textual information received from a customer system; and

triggering the action of the second user-defined rule when the incoming textual information satisfies the condition of the second user-defined rule.

21. (Cancelled)